

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision 498598 /		Alt Order # 06368348
Product CROSSROADS GPS		
Contract Dates 10/29/12 - 11/05/12		Estimate # 1123
Advertiser ISS/Cross Roads GPS		Original Date / Revision 11/01/12 / 11/01/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 12	Product Code 11
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 4	KVVU	11/02/12	11/02/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	----1--				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	-----F----	:30		\$350.00	NM		
		See MG 51.2,51.3,51.4										
N 14	KVVU	10/29/12	11/05/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	M-----	:30		\$350.00	NM		
		See MG 14.3										
	3	KVVU	10/29/12-10/29/12	Dr Oz	3-4p	M-----	:30		\$350.00	NM		
		Ⓜ MG for 14.1 10/29										
	Week:	11/05/12	11/11/12	1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	11/05/12-11/11/12	The Dr.Oz Show	4-5p	M-----	:30		\$350.00	NM		
		See MG 51.2,51.3,51.4										
N 32	KVVU	11/01/12	11/01/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---1---				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	----Th-----	:30		\$350.00	NM		
		See MG 51.2,51.3,51.4										
N 41	KVVU	10/30/12	10/30/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	-Tu-----	:30		\$350.00	NM		
		See MG 51.2,51.3,51.4										
N 51	KVVU	10/31/12	10/31/12	The Dr.Oz Show	4-5p		:30			NM	3	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--1----				1	\$350.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 498598 /		<u>Alt Order #</u> 06368348
<u>Contract Dates</u> 10/29/12 - 11/05/12	<u>Product</u> CROSSROADS GPS	<u>Estimate #</u> 1123
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 11/01/12 / 11/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	---W-----	:30		\$350.00	NM		
			See MG 51.2,51.3,51.4									
	2	KVVU	11/02/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----F----	:30		\$700.00	NM		
	Ⓜ		MG for 14.2,41.1,4.1,32.1,51.1									
	3	KVVU	11/02/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----F----	:30		\$700.00	NM		
	Ⓜ		MG for 14.2,41.1,4.1,32.1,51.1									
	4	KVVU	11/04/12-11/04/12	Criminal Minds	Sun 11p-12am	-----Su	:30		\$350.00	NM		
	Ⓜ		MG for 14.2,41.1,4.1,32.1,51.1									
Totals											65	\$46,220.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	65	\$46,220.00	\$39,287.00
Totals	65	\$46,220.00	\$39,287.00

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 14.51
CHANGES ** KVVU-TV ***

REP HEADLINE# 6368348 TRF# 498598
\$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$

ADV # ADV. NAME ISS/CROSSROADS GPS REP. # OFF. # 762 SALESMAN #
AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6368348 CLASS: NATL. LOCAL REGIONAL

PRDCT CROSSROADS GPS EST#1123 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT29/12 NOV5/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV1/12 14.51

REP: TO ROSE
FROM TERESA
OKED M7... SEE LINES 69-70
NCIT
PLEASE CONFIRM
THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 12
AGENCY PRODUCT CODE = 11
AGENCY EST# = 1123

4	S		400P-500P	30		\$350.00	11/2	11/2	0		FRI	0
PROGRAM : DR OZ												
CON COM1: DR OZ												

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 14.51

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
69	A		700A-900A	30		\$700.00	11/2	11/5	2		F,M	2
PROGRAM : NEWS ORD COM1 : SPOTS N/A DUE TO RATE. MG OFFER 2 SPOTS IN 7-9A NEWS. NOT PRE-BOOKED ORD COM2 : PLS APPROVE.												
THIS IS A MAKE-GOOD FOR NOV2 ON LINE-4 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR NOV1 ON LINE-32 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT30 ON LINE-41 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT31 ON LINE-51 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR NOV5 ON LINE-14 FOR 1 SPOT/WK												
70	A		1100P-1200M	30		\$350.00	11/4	11/4	1		SUN	1
PROGRAM : CRIMINAL MINDS ORD COM1 : SPOTS N/A DUE TO RATE. MG OFFER 2 SPOTS IN 7-9A NEWS. NOT PRE-BOOKED ORD COM2 : PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 69-70												
14	S		400P-500P	30		\$350.00	10/29	10/29	0		MON	0
14	S		400P-500P	30		\$350.00	11/5	11/5	0		MON	0
PROGRAM : DR OZ CON COM1 : DR OZ												
32	S		400P-500P	30		\$350.00	11/1	11/1	0		THU	0
PROGRAM : DR OZ CON COM1 : DR OZ												
41	S		400P-500P	30		\$350.00	10/30	10/30	0		TUE	0
PROGRAM : DR OZ CON COM1 : DR OZ												
51	S		400P-500P	30		\$350.00	10/31	10/31	0		WED	0
PROGRAM : DR OZ CON COM1 : DR OZ												

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 14.51
 *** KVVU-TV ***
 REP HEADLINE# 6368348 TRF# 498598
 \$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M7	OK'D		BUY#4				NOV2		30S	\$350.00		
			BUY#32				NOV1		30S	\$350.00		
			BUY#41				OCT30		30S	\$350.00		
			BUY#51				OCT31		30S	\$350.00		
			BUY#14				NOV5		30S	\$350.00		
							NOV2 (2/WK)		30S	\$700.00		
							NOV4		30S	\$350.00		

MISSED: FRI/400P-500P
 THU/400P-500P
 TUE/400P-500P
 WED/400P-500P
 MON/400P-500P
 OFFER: F,M/700A-900A
 & SUN/1100P-1200M
 CMT: SPOTS N/A DUE TO RATE. MG OFFER 2 SPOTS IN 7-9A NEWS. NOT PRE-BOOKED
 CMT: PLS APPROVE.

NOV/12 46220.00 CONTRACT TOTAL 46220.00
 TOTAL SPOTS 65

MARKET TOTALS \$420,181 KVVU 11% KSNV 33% KLAS 33% KTNV 11% KVMY 8% KVCW 1% CABL 0%
 KTUD 3%

SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE